



OFFICE OF THE
ARIZONA STATE TREASURER

HON. DEAN MARTIN
TREASURER



FOR IMMEDIATE RELEASE

Contacts: Romney Willson (x118) or Steve Burke (x108), for Visa at 703-683-5004

MEDIA ADVISORY

Cardinals' Larry Fitzgerald and Vikings' Adrian Peterson to Help Arizona Treasurer Dean Martin and Visa Kick-Off Super Bowl XLII Week by Playing "Financial Football"

Money Management Video Game Will Be Distributed to Every Public High School in Arizona to Help Students Cross Real Life Money Goal Line

On Monday, January 28, 2007 at 12:30 p.m., Arizona Cardinals All-Pro Wide Receiver Larry Fitzgerald and Minnesota Vikings Running Back and NFL Offensive Rookie of the Year Adrian Peterson will kick-off Super Bowl XLII Week by joining Arizona State Treasurer Dean Martin and Visa Inc. at the Phoenix Convention Center to announce the statewide roll out of "Financial Football." The NFL-themed, interactive, money management video game will be distributed to every public high school in Arizona. Fitzgerald and Peterson will share their personal experiences regarding the need for wise money management and Treasurer Martin will discuss the importance of financial education for teenagers in Arizona with students from Alhambra High School before coaching them through the game, available online at www.arizona.financialfootball.com.

Developed in cooperation with the NFL and PLAYERS INC, Visa's "Financial Football" is designed to help students tackle their financial futures in a fun and engaging manner. It incorporates lessons taught through *Practical Money Skills for Life* (www.practicalmoneyskills.com), a free, award-winning, teacher-tested and approved money management program. As the centerpiece of a national financial education initiative, "Financial Football" is accompanied by a classroom curriculum and can also be downloaded for free on cell phones. The "Financial Football" program has already been rolled out statewide in West Virginia, Indiana, Ohio, California, Pennsylvania, Colorado, Wisconsin, Nevada, Massachusetts, Rhode Island, New Hampshire, Maine, Vermont and Connecticut.

WHO:

Larry Fitzgerald, All-Pro Wide Receiver, Arizona Cardinals
Adrian Peterson, Running Back and NFL Offensive Rookie of the Year, Minnesota Vikings
Dean Martin, Arizona State Treasurer
Michael Rolnick, Director, Visa Inc.
Alhambra High School students

WHEN:

Monday, January 28, 2008
12:30 p.m.

WHERE:

Phoenix Convention Center
Terrace Conference Building
Room 106C
100 North 3rd Street
Phoenix, AZ 85003

#

1700 W. WASHINGTON, PHOENIX, ARIZONA 85007 ♦ (602) 604-7800 ♦ FAX (602) 542-7176
WWW.AZTREASURY.GOV